

Toowoomba Region

MONTHLY DATA SNAPSHOT

November 2023



Top 5 Origin Postcodes (Visitors)

1. Unidentified - 3.7%
2. 4305 (Ipswich) - 2.0%
3. 4300 (Springfield) - 1.6%
4. 4209 (Coomera) - 1.2%
5. 4207 (Beenleigh) - 1.2%



Total Visitors - people seen in an area who had to travel more than 50 kilometres during November.

232K
Total
Population

1.86M
Total
Visitors

Total Population - Average daily population during the month of November, includes residents and visitors



This graph displays the difference in the amount of overnight visitors compared to day trippers.

This graph displays the comparison of interstate (different state) vs intrastate (same state) vs international (different country) visitors.

4.9% Difference in visitors (December 2022 vs December 2023)

1. Top 3 Helix Personas

2.

402 - Working Hard (5%)

- Average Age - 34
- Average Household Income - 115k
- Financially careful
- Likes to go away for weekends
- Thinks holidays are for downtime
- Prefers to leave arrangements to others
- Enjoys the beach, zoo, wildlife parks or even watching sports at the pub
- Likes to eat at a pub or get fast food
- Plays rugby league or goes mountain biking

501 - Making Ends Meet (5%)

- Average Age - 28
- Average Household Income - 99k
- Heavy Spender
- Likes to go away for weekends
- Thinks holidays are for downtime
- Prefers pre-packaged holidays
- Enjoys the beach, zoo, wildlife parks or even the cinemas
- Enjoys home delivery and fast food
- Likes to go jogging to stay active

3.

401 - Home Improvers (5%)

- Average Age - 39
- Average Household Income - 129k
- Heavy Spender
- Likes to travel within Australia
- Prefers to arrange it all by themselves
- Prefers holidaying amongst nature
- Enjoys the beach and likes to go for day trips
- Likes Fishing and Surfing

Key Insights

A 4.9% increase in visitors in November 2023 compared to November 2022 was recorded.

In Toowoomba, visitors comprise 48% overnight guests and 52% day trippers. The overnight visitors typically stay for an average of 2.5 nights per visit, spending an average of \$150 per night during their stay.

Among visitors, 19% originate from Interstate, while 80% come from Intrastate, with an additional 1% from International locations. The predominant intrastate visitors hail from postcodes 4305 (Ipswich), 4300 (Springfield), 4209 (Coomera) and 4207 (Beenleigh). Notably, these cities lie further toward the coast, suggesting that the majority of visitors venture inland to experience Queensland's countryside.

Increased visitor numbers can be achieved significantly by focusing on the top three Helix Personas: 402 (Working Hard), 501 (Making Ends Meet), and 401 (Home Improvers). Enhancing the promotion of pubs can notably boost visitor numbers, given that this aligns with the major interests of two personas, constituting over 10% of the total visitors to the region. Moreover, promoting nature-based activities such as fishing, hiking, or exploring zoo and wildlife parks can further bolster visitor numbers, as these activities align closely with the interests of the top three personas.

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